

Issue No. 163  
April 16, 1962

# Shoptalker

## EXTRA

Two brand new nib pens were introduced to Parker salesmen at sales meetings conducted last week in San Francisco, Chicago and New York. One bears the Parker name, the other Eversharp.

The Parker Arrow, a cartridge model, is the first Parker U.S.-made since the Vacumatic to wear a plastic cap. It will retail at \$3.95. Consumers will be surprised to note that the pen has a 14-karat gold point, a unique feature in pens selling at that price.

The Arrow will be sold in a gift box or bubble-packed to a card with five free cartridges.

Under the Eversharp name, a cartridge pen called the Challenger will challenge competition. It sells for \$1.00 with two free cartridges. It will be bubble-packed to a card for consumer convenience.

In other Eversharp news, the popular Big E has been refashioned to incorporate a replaceable nib, much like the Parker 45. It will be sold complete with a free cartridge and new converter (ordinarily a 49-cent item).

To build Eversharp popularity in the low price field, other promotions were introduced. Among them: The Eversharp "10,000" cartridge pen will be sold with a special offer. The purchaser need only use the two free cartridges and return them with a coupon on the back of the card-pack to receive a refund of \$1.00 on the \$1.98 he paid for the pen. And, purchasers of an 88-cent Eversharp Reporter ballpen will pay a penny more and receive a 39-cent utility Eversharp.

Elmer Douglas, former Dallas manager for Parker Pen Service Inc., has joined the service subsidiary's Janesville staff. He is succeeded by Wallace Lea.

John Gibb has assumed management of Syndicate Sales in addition to his responsibilities for Military Sales. In view of these duties, he relinquishes his management of the New York Export Office. Supervision of the office reverts to Frank Matthay, vice president in charge of Foreign Sales.

Biological Note: Scientists tell us that a single oyster can produce 100,000,000 eggs a season. Just imagine what a married oyster could do.

# Shoptalker

## EXTRA

An unusual event is about to take place in Janesville in which Parker employes will have a major part. On April 27, employes in this company and its subsidiary, Gilman Engineering, will receive approximately two-thirds of the total payroll in \$2 bills. The exact percentage of pay will vary with the individual because of deductions for federal and state withholding taxes, social security, Credit Union and the like. However, on an average, deductions from the total Parker payroll take one-third.

The purpose of the \$2 Pay Day is a familiar one to those who were employed here 15 years ago. At that time, Parker observed its now famous Peso Pay Day to demonstrate the importance to Janesville and to Parker Pen of foreign trade. On Peso Pay Day, employes received 40 per cent of their earnings in Mexican pesos.

Today, 15 years later, the effect of foreign sales is even more dramatic. Two-thirds of Parker's total world sales are made in foreign markets! That's why, this time, two-thirds of the total payroll will be disbursed in \$2 bills.

Two dollar bills were selected because they represent an unfamiliar currency and yet do not interfere with ease of exchange. You can pay your bills, get a hair-cut, buy shoes for the kids, go to a movie, without the problems of calculating foreign-to-U.S. exchange rates as would be the case if foreign currency were used.

But there is still another reason for the \$2 bill. Parker's sales in foreign markets break down into two almost equal segments, just as a \$2 bill converts to two \$1 bills. Fifty per cent of Parker's foreign sales are the result of direct export from Janesville. The other fifty per cent result from products manufactured and sold abroad by Parker subsidiary operations.

Even these latter sales, however, bring returns to Janesville and employes here. Many markets are open to Parker only by local manufacture. However, these operations frequently provide Janesville with markets for parts. In all cases, they represent essential continued growth and long range development of the company.

When you receive your cash on \$2 Pay Day, April 27, you can help show the impact of foreign trade on Janesville by putting your pay into circulation. Don't bank it -- or at least not all of it. Use it for the purposes you regularly do. Help to make sure that everyone in Janesville has a \$2 bill pass through his hands so that he will know that Parker Pen depends a good deal upon the free flow of products between nations and that its success bears substantially upon the economic welfare of this community.

Issue No. 164  
April 23, 1962

♁  
*Shoptalker*

**EXTRA**

Friday of this week is "International Trade \$2 Pay Day." Two-thirds of the total Parker/Gilman payroll will be disbursed in \$2 bills. Approximately \$100,000 in this unique currency is on hand in Janesville in preparation for the event.

Special payroll envelopes will describe the purpose of the pay day and ask employes to move the money into circulation in and around Janesville to make the event successful.

Miss Adeline Cobetto, 18, a Janesville High senior and Wisconsin winner of the Miss FBLA (Future Business Leaders of America) title, will take 50 Debutante Jotters when she heads for Cincinnati in June. The Jotters will be distributed to FBLA winners from other states.

Castro's communist infection of Cuba has been felt strongly by the consumer. According to a New York Herald Tribune News Service report, the Havana market is virtually flooded with Red Chinese-made imitations of the Parker "51". Sets sell for \$58 each!

Coincidentally, this revelation comes almost simultaneously with the release of a Parker advertisement scheduled for national magazines depicting a pen-loaded counterfeiter. The headline: "We regret to say that some very disreputable people place a high value on Parker pens."

April 27, 28 and 29, approximately 30 Parker employes in management positions at the General Offices and Arrow Park will attend a special seminar on Human Relations. The seminar will be conducted by Dr. Howard Wilson, management consultant and instructor at Marquette University.

To be investigated in the three-day seminar are such subjects as Understanding People, their similarities and differences; Behavior and its Causes; Motivation and Frustration; Leadership and Management; and Getting Along with People.

Little-known facts worth knowing: In certain parts of the Far East the trade name "Parker" has become so synonymous with the pen, that "Parker" is the native word for a pen of quality. It actually appears in the dictionary!

Political Note: A government engineer was proudly displaying his first big project, a three million dollar dam. The governor of the state in which the dam had been erected stared in amazement. "Good heavens," he said, "The water -- it should be on the other side!"

# Shoptalker

## EXTRA

This week inside and outside Parker Pen promises to be a busy one in the company's effort to acquaint employes and the community with the importance and impact of world trade on The Parker Pen Company. As reported earlier, two-thirds of Parker's total world sales are made in markets outside the continental U.S.

The week will culminate with "International Trade \$2 Pay Day," a day on which two-thirds of the total payroll for Parker and Gilman Engineering, a local subsidiary, will be disbursed in U.S. \$2 bills. Approximately \$100,000 in \$2 bills will be circulating in and around Janesville by the following Monday.

In addition, several displays are planned. Arrow Park's touring showcase will exhibit pen parts which depend upon import of raw materials. At the General Offices, a display case located at the Division Street entrance will show the myriad of foreign currency and coin used to purchase Parker products around the world. Janesville Senior High School and the local banks will also have displays relating to foreign trade.

On April 24, three company executives will speak to groups on the subject of Parker Pen and foreign trade. Phelps Walker will address the regular meeting of the Y's Men; Tom Gavin will speak before the A.A.U.W.; and Alfred Diotte will appear before the meeting of the Arrow Park Screening Committee, organized under the Scanlon Plan. On April 25, Joan Cochran, research assistant to the president, will address the Congressional Committee of the Janesville Chamber of Commerce. And, on April 30, Edward Boggs is scheduled to speak to the League of Women Voters.

On the 27th, \$2 Pay Day, plans are being made to have exchange students, in their native costumes, visit Arrow Park and the General Offices to give emphasis to the idea that the free trade of people and ideas is as important as the free trade of products. Relating to this, the American Field Service (which is currently raising funds to bring foreign students to Janesville) will feature international decorations at a dance to be held Saturday, April 28.

Throughout this period stories are scheduled for the Janesville Gazette and WCLO will feature interviews, panel discussions and foreign language station breaks.

Issue No. 165  
April 30, 1962

# Shoptalker

EXTRA

"International Trade Two Dollar Pay Day" continues to show in Janesville as \$2 bills show up in cash registers all across town. In addition to this impact, foreign trade displays appear in local banks and store windows. These were prepared by Matt Green, Parker's Art Director.

Saturday, a group of Philippino students from the University of Wisconsin were featured as entertainers for the American Field Service dance at the Janesville Senior High School. Arrangements for their appearance were made through the company.

WCLO cooperated in the stunt Friday and Saturday by playing foreign language station breaks specially recorded by Parker employes in Foreign Sales, General Policy Staff, and the Technical Division. They are John Koppius, Tom Gavin, Chris Marquez, Juan Bergoudian, Ernest Lehman, Ernest Woodcock, and Willie Tycheson.

Donald E. Jensen joins the company Tuesday of this week as Domestic Advertising Manager. He fills a vacancy created some months ago when Arthur Foster became Assistant to the U.S. Division Manager.

Jensen is a graduate of Loyola University. He has a wide background of advertising experience, having served as an account executive with the Leo Burnett Agency and as an advertising specialist with General Electric and the U.S. Rubber Company.

In his position with Parker, he will report to Richard Holznecht, Director of Advertising & Public Relations.

The Treasury Department's "Freedom Bond Drive" takes place during May and June. Extra effort will be made to sell extra U.S. savings bonds during this period. The Rock County quota is \$1,821,000.

Currently, 14 per cent of Parker employes purchase bonds regularly. Industry is being asked to urge at least 50 per cent of employes to make regular bond investments.

Donald Draheim has been named Foreman of the Shipping Department. The appointment is effective May 1 or upon completion of presently assigned duties with the Internal Audit Department.

In his new position, Draheim will report to Henry Prust, Manager of Shipping and Warehousing. He has been with the company since January, 1957, and has served as staff auditor, assistant chief accountant, and plant accountant. He is a native of Lebanon, Wis.

Social Note: A rather staid old couple were visiting New Mexico when they came upon an Indian brave riding a magnificent horse. Behind him trudged a heavily-burdened squaw, who was obviously his wife. The visitors were indignant, and asked, "Why doesn't your squaw ride?" The Brave replied in tones which indicated that the reason was obvious. "She got no horse."

# Shoptalker

MAY 1962

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In the period since Parker employes received their last issue of Shoptalker, a great deal of thought has been given to methods which might improve it. Several ways were considered. Finally, it was resolved that Shoptalker should lead the way into a new, aural house organ.

This is a new kind of employe publication—one unique, as far as we know—among industrial magazines. It is unique because in addition to the usual printed stories and pictures, it carries as an integral part six minutes of on-the-spot sounds recorded right here at Parker Pen.

In the center of this trial issue you will find a thin, flexible long-playing record. It contains the sounds and voices of Parker Pen at work. To play the record, simply fold the front cover to the back and place the entire Shoptalker on the turntable of your phonograph. It can be played by manual operation or you can let the automatic controls set the needle down at the seven-inch size. The speed is 33 1/3.

What you will hear are such things as employe comments regarding the recent \$2 Pay Day, Daniel Parker giving a brief "State of the Company" message, John Mack explaining some of the reasons for Parker's introduction of the Arrow pen, and the current T-Ball Jotter radio commercial.

On page 2, you will find a questionnaire which seeks your comments on this new Shoptalker. We ask that you complete it and return it to the Public Relations Department at your convenience.

## SHOPTALKER-IN-SOUND

Dick Johnson, former Janesville resident and now sportscaster on WISN Channel 12, in Milwaukee, provides the narration for this test issue of Shoptalker. On the record you will hear in order:

- . . . The sound of a Jotter ratchet assembly machine.
- . . . An IBM electronic computer.
- . . . An electric typewriter.
- . . . Olive Nelson, Cashier, counting \$2 bills for the special International Trade Pay Day.
- . . . Alice Hessenauer, Metals.
- . . . Bob Huschka, Metals.
- . . . Genevieve Joyce, Domestic Sales.
- . . . Norma Mallon, Tabulating.
- . . . Daniel Parker, President.
- . . . John Mack, Vice President & General Manager of the U. S. Division.
- . . . A 30-second T-Ball Jotter commercial.



# SHOPTALKER-IN-SOUND

## QUESTIONNAIRE

Please answer the questions below, tear off and return this questionnaire to the Public Relations Department via inter-office mail or through your supervisor. It is not necessary to add your signature. Thank you.

Your Department \_\_\_\_\_ Sex: Male \_\_\_ Female \_\_\_

Age: 18-24 \_\_\_; 25-35 \_\_\_; 35-49 \_\_\_; 50-59 \_\_\_; 60 & over \_\_\_

I own a phonograph \_\_\_. I have access to a phonograph \_\_\_.

It (has) (does not have) 33 1/3 speed.

What do you think of  Shoptalker-In-Sound?

I like it very much \_\_\_. I like it fairly well \_\_\_.

I don't care for it very much \_\_\_. I don't like it \_\_\_.

What do you think of the quality of the record?

Better than expected \_\_\_. About what I expected \_\_\_. Poorer than expected \_\_\_.

How many times have you played the record? \_\_\_\_\_

Who, besides you, listened to it? \_\_\_\_\_

Wife/Husband only \_\_\_. Wife/Husband & Children \_\_\_. Friends \_\_\_.

Relatives \_\_\_.

Would you like to receive Shoptalker-In-Sound regularly? \_\_\_\_\_

What suggestions would you offer for improving the publication?

## ABOUT THE RECORD

The recorded section of Shoptalker is prepared by Eva-Tone, a division of American Evatype Corporation, Deerfield, Ill., which developed the process. On it you will find the same high quality of reproduction as on any standard high fidelity recording. Eva-Tone promises approximately the same life from this flexible record as from regular long-playing discs.

The record is pressed on highly resilient pure vinyl sheets. It weighs no more than one-fifth of an ounce. Hi-Fi enthusiasts will appreciate its cycle range from 40 to 15,000.

When listening to and reading this issue of Shoptalker, bear in mind that it is a trial copy. Improvements will certainly come if you like the publication.

## STATE OF THE COMPANY

On record, Daniel Parker outlines the challenges of the present and future which the company faces. Additionally, he acknowledges success of the recent past.

Among these successes are the T-Ball Jotter and the Parker 45 Convertible pen. The Jotter, at \$1.98, is today's fastest selling ballpen priced above 50 cents. It out-sells all other ballpoints both in numerical count and dollar sales. The 45, too, has gained a substantial share of the total fountain pen market, due in great measure from its unique feature, convertibility.

The annual report, mailed to shareholders recently, revealed these figures on the results of fiscal 1962:

	1962	1961
Net Sales .....	\$42,457,600	\$40,482,812
Earnings before Taxes .....	3,172,279	2,643,569
Provision for Taxes .....	1,690,571	1,507,866
Net Earnings .....	1,481,708	1,135,703
Net Earnings per Share .....	1.62	1.24
Dividends .....	914,400	915,500
Dividends per Share .....	1.00	1.00
Book Value per Share .....	27.13	26.51
Number of Shares Outstanding .....	914,400	914,400



## TWO DOLLAR PAY DAY



Ray Davenport is shown accepting his envelope cramed with \$2 bills on Two Dollar Pay Day. Jack Biddick, Credit Manager, assisted in distributing the \$100,000 disbursed on that day. Looking on are Penette Donna Johnson (in costume) and Foreman August Weber.



Parker's Penettes joined University of Wisconsin foreign students in this display of native costumes from many lands. The students came to Janesville to add international flavor to the events of Two Dollar Pay Day.

## ARROW IN THE YOUTH MARKET

When listening to the record, you'll hear John Mack discussing some of the reasons for the introduction of the \$3.95 Parker Arrow cartridge pen.


The Arrow is aimed directly at the 22,000,000 young people in high school and college who are at an age when they form lifetime likes and dislikes. The price of the Arrow, coupled with values like a 14-karat replaceable point and cartridge convenience, is designed to attract them to Parker products.

These high school and college students represent an astounding market. They have \$12 billion to spend annually on personal needs and desires. And, as Mr. Mack states on the record, they purchase more writing instruments than any other single group in the U. S.

Arrow advertising will be run in scholastic magazines and in college newspapers, publications with high readership among students.

# Shoptalker

AUGUST 1962

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(See "Cover Picture" — Page 2)

## Sound On!

Combining live sounds with pictures and the printed word was a new and untried idea when the first trial issue of Shoptalker-in-Sound was produced in May. But when 79 per cent of those returning the questionnaire from that issue said they liked it, the editors knew they had found a new way of bringing greater vitality and interest to an employe publication. Pleasing, too, was the information that 94 per cent either owned or had access to a phonograph—a necessary ingredient to the success of the idea.

So, with this issue, Shoptalker and its long-playing Shoptalker-in-Sound recording becomes a regular visitor to the Parker scene. As events occur, every effort will be made to capture them live and bring their sounds to the Shoptalker audience. In print and pictures, Shoptalker will continue to carry the kind of information its readers have been accustomed to receiving.

This issue has two separate records. Other issues to come may have one, two or more records. Or, they may have more pages. This will be decided on the basis of what's important to tell and what's the best method of telling it—live sound or pictures and print.

# FOR THE RECORD

Roger Axtell, Executive Assistant to the President, narrates this issue of Shoptalker-in-Sound. He gained professional experience in radio while attending the University of Wisconsin and later in the U. S. Army Public Information Office and commercial studios. On the record you will hear:

## PART ONE

- ... Ray Gutzwiller on the importance of a new IBM 1401 about to be installed at the General Offices.
- ... Augie Coutre giving an on-the-spot description of the functions of a new Jotter assembly machine in operation at Arrow Park.
- ... Jack Bennett and Charles Norris discussing Parker activities in Sao Paulo, Brazil, where Ben-

## *The Successfuls*

In this formal portrait is the most successful sales force in the handwriting instrument industry. These are the men who sell Parker/Eversharp products to retailers throughout the nation. They are shown as they gathered for a tour of Arrow Park during the National Sales Conference held in Janesville.

nett is stationed as Production Manager.

- ... Music and narrative from a new Jotter television commercial scheduled for Back-to-School and Christmas season broadcast.

## PART TWO

- ... Highlights recorded at the product and promotion presentation held during the recent National Sales Conference.

## *Cover Picture*

A new machine, designed and built at Arrow Park, is currently turning out complete T-Ball Jotter assemblies. Project Engineer Augie Coutre takes us on-the-spot to explain the workings of the machine in Shoptalker-in-Sound.



*103 Salesmen*

## PICTURE NEWS

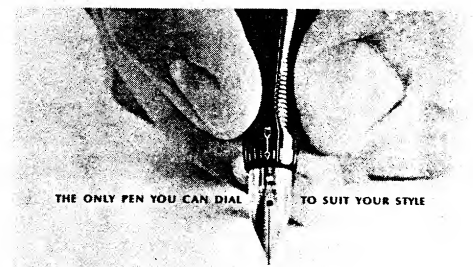
U. S. Division Manager John Mack, flanked by department heads, answered any and all questions from Account Managers at an Open Forum held bright and early on the first full day of the National Sales Conference. The men from the field termed this event one of the best in the four-day conference.

This advertisement will introduce the new Parker VP pen to consumers in November and December. It will be seen in Harper's, Atlantic, N. Y. Times Magazine, New Yorker, SatEvePost, Holiday, and National Geographic.

Parker goes feminine with the Lady 45, a smartly styled version of the Convertible pen. Shown here are the two models, the gold (top) with its cap screw and barrel tassy fashioned of an impregnated wood material, and the chrome model (bottom) with cap screw and tassy matching the grip area.



## ENTIRELY NEW IDEA IN FOUNTAIN PENS:



You can dial the point  
to fit your writing angle

**Just in time for Christmas**

An ideal gift for people who like to show off something really new to their friends... for people who are tassy about their penmanship... for southpaws who have to go into contortions to make an ordinary pen write smoothly for them.

**Here's how the new Parker VP works:**

Pick it up and your fingertips automatically slip into a comfortable position, thanks to the gently contoured grip.

Dial the big, handsome, solid 14K gold

point until the tip touches the paper at just the angle you want. Then you're all set to write with more ease and comfort than you ever thought possible. It's that simple.

The VP gives you a choice of 15 instantly replaceable points. They range from a needle point to an extra-broad executive.

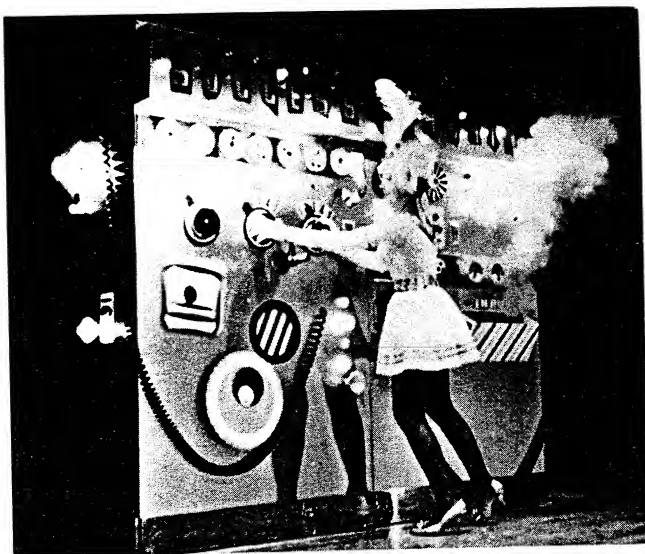
To help take the guesswork out of picking the right point for yourself or a friend, your Parker franchised dealer has a little booklet entitled, appropriately enough, "How to pick the right point for a VP." Why not pick up your free copy tomorrow?

PARKEER Make us the world's most wanted pen. Our VP is the pen you want. It's the pen you need. It's the pen you love. It's the pen you'll use.



New Parker VP - \$10.00

PARKEER PERSONAL



## *A Machine Called 'Irving'*

(Ed. Note: The live sound of the Success Machine pictured here can be heard in excerpts from the National Sales Conference in Shoptalker-in-Sound.)


"Irving", the Success Machine, was created especially to add brightness to the presentation of products and advertising promotions staged at the Senior High School during the recent National Sales Conference. Kay Ross Reul, former Miss Wisconsin, was Miss Success at the meeting and operator of the Success Machine. When the machine was set in action, dozens of lights flashed, smoke puffed from inside and a blazing clatter of mechanical noises issued forth. After an explosive finale, "Irving" became calm and a human hand extended at the front with an answer to the question fed to the machine.

With all of its paraphernalia, the Success Machine required four hidden operators, three to handle gadgetry and one on sound effects.

"Irving" will undoubtedly become a permanent property. Plans currently call for loaning it to other clients of the Leo Burnett advertising agency as a public relations gesture. The agency has already expressed the hope that the machine might be used by others for their sales meetings.

# Shoptalker

DECEMBER 1962

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## World's Fair Follows 75th Anniversary Activities

Seldom in the history of The Parker Pen Company has a projected three-year period been decked with such significance as the three years just ahead. On the heels of observance of the company's 75th anniversary, March 1, 1963 to February 29, 1964 will come Parker's participation as an exhibitor in the New York World's Fair, 1964-1965.

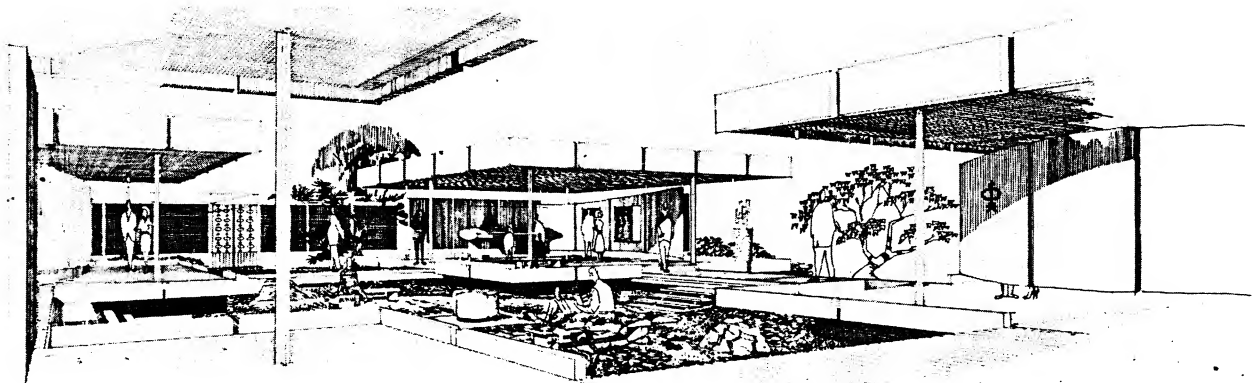
This spectacle of activity gives emphasis to the dynamic stature of a firm that has been many times honored by the homage of kings and the patronage of masses. It presents chal-

lenges, too, and among them is the great challenge of the future.

Thus, our Diamond Anniversary will stress the importance of the future, while giving due reflection to the past. First indication of this forward look will be seen in a newly designed corporate stationery which will begin to appear on March 1. Fresh new designs for related forms will follow as current supplies are depleted.

A special anniversary issue of Shoptalker-in-Sound is contemplated and several events for employes and community are planned. There will be some surprises for all.

(Continued on next Page)



Early proposed visual concept of the interior of the Parker Pavilion, New York World's Fair.

And when the anniversary ends, Parker will enter into the excitement of a World's Fair. Planning is now well underway on the design of a small, but jewel-like Parker Pavilion in which the company will tell its product story in an interesting, dramatic fashion.

The pavilion is conceived as a "classic for our times". Early sketches visualize it as an open structure surrounding a sunken garden wherein world-famed visitors to the Fair will be invited to spend a few minutes addressing interested spectators. Within the pavilion, Parker will tell of the "Wonders of Writing" in the present, the past and the future.

During the months ahead, Parker employes will be hearing much about these two projects and will gradually become involved in both. Together, they represent a great deal of effort and expenditure. But together, they seem destined to lift the company and the people who make it function to an unparalleled plateau of success and satisfaction.

## Shoptalker-in-Sound . . .

In this \*issue you'll hear the following sounds of Parker:

- George Bagley discussing the emergency warning systems at the Court Street offices and at Arrow Park.
- Lawrence Talley explaining the uses of a new electron microscope in the Technical Division.
- Howard Egli of Parker/Canada relating a basic difference in Canadian sales and a unique solution to the travel difficulties in remote northeastern Canada.
- Don Jensen telling of the marketing and sales strategy behind a current T-Ball Jotter Television advertising approach.
- The sound track from the latest T-Ball Jotter television commercial.

Narration by Roger Axtell.

\* This record is an experiment using 8 minutes of sound on the standard size disc that normally has only six minutes of recording. Should you encounter skipping when playing the record on a very light tone arm, place a coin on the tone arm. This will not harm your needle.

## Trade Fairs Help Build Foreign Markets

Participation in foreign trade fairs, a continuing activity in the Foreign Sales Department, builds Parker prestige and gains valuable overseas exposure of Parker products.

A Syrian miss (pictured at the right) listens to visitors' questions at the exhibit of pens and other writing materials, displayed by Parker Pen at the U. S. Exhibition in Damascus, Syria.

Seventy-one U. S. firms from nineteen states displayed and demonstrated their products in the American Pavilion. Theme of the U. S. exhibition, the fourth official participation in the Syrian Fair, was "Better Living for All".



## New Parker Packaging

First impressions are tremendously important in the world of merchandising—regardless of what it is you have to sell. People are attracted to restaurants and stores with pleasing and inviting fronts. They are influenced in the purchase of food and beverage products by striking containers. And, who among us isn't swayed by an attractively wrapped gift?

While it is true that a handsome package doesn't necessarily assure a customer of quality merchandise—nor sell inferior goods—beautiful packaging is vitally important in marketing a trusted and accepted product.

Parker packaging recently underwent changes both in color and design to create a new "family identity" among the myriad of boxes necessary.

A new Parker black and white theme, explains Packaging Manager Jack Pregont, couples with steady use of Optima type face to relate retail displays to national advertising and provide a recognized similarity between the two. Optima type style was selected because it lends an air of modern elegance. The black and white color theme was chosen because it denotes dignity and formality (often associated with formal attire) and because jet black and pure white forcefully symbolize writing.

The entire Parker gift box line uses the black and white theme. Styling of the metal shell boxes takes a form Pregont described as the "Parker Profile"; a classic, soft geometric shape. This shape is carried out in other point-of-sale materials as well. New paper boxes have been designed to permit their use for regular nib pens or writing instruments that require the display of accessories—such as the 45 convertible.

Self service products or items sold with relatively little retail salesmanship require a different packaging approach, Pregont states. The color scheme selected for such items, he explains, had to have brightness and high visibility to command attention. Yet they also had to retain a consistent quality look of the Parker family. Blue, Red, and White was the overwhelming selection for both requirements.

The look of Eversharp packaging was designed to give a feeling of youthful vitality. Various carefully planned color schemes and themes connote value, quality and modernism in the high-traffic, self-serve market place. The new designs create a revitalized character for Eversharp products.



Illustrated are the new Parker gift boxes from the solid black cushioned leather Presidential with black velvet interior (front) to the pure white box for ladies pens with lace print on white satin interior (rear). Second from the front shows the 61 package in solid black exterior with white satin interior. The VP box (middle) has a black top and white bottom with white satin interior. Another variation is the package used for pens in the price range above the standard 45 through the "51" (next to the rear). It has white top, black bottom and white satin interior.

All are designed to impart a feeling of quality and dignity to the fine products they contain.





## Electron Microscope Aids Research

On record you will hear Lawrence Talley describe the electron microscope shown above with its operator, Wayne Fuller. The equipment magnifies objects and surfaces to a far greater degree than the most powerful of conventional microscopes.

At left are photographs made through the remarkable device. Top is zinc oxide enlarged approximately 50,000 times its actual size, detailing its crystalline structure. The lower picture is an object more familiar to Parker employees. It's the surface of a T-Ball magnified 4,000 times to show its tiny grippers.